

COMPUTER LIVING

New York

"Greater New York's Computer Community Newspaper"

155 East 23rd Street
New York, New York 10010

The New York Area
is a marvelous
place if you're a
computer enthusiast.
Yet...

As startling as it may seem, you're
probably not aware of 80% of the
local computer-related events,
opportunities, and available
consumer information that can
dramatically enrich both your time
AND your wallet!

Dear Friend:

Even though you live in, or near the greatest city in the world... and every neighborhood book store boasts 20 or 30 computer-related national monthlies... there isn't one of these publications that specifically deals with computer news aimed directly at residents of The Big Apple! That is... until NOW.

Meet COMPUTER LIVING/New York...

Here's
the kind of
information
you really
want!

An exciting much-needed, tabloid newspaper that's bulging with news, articles, classified ads, and so many features to help you reap the benefits of living in the fabulous New York-Metro area, you'll wonder how you ever managed without it. And... if you take advantage of the incredible Charter Subscription Offer—described further along in this letter—you'll never have to!

Twice each month—24 times a year—**COMPUTER LIVING/New York** will provide you with the very latest local information on products, discount opportunities, clubs, user groups/schools, computer courses, sale and swap sources, industry shows, repair and service facilities, free "how-to" advice, career opportunities... and more! In fact, so much more, you'll literally have trouble deciding what to read first.

For **COMPUTER LIVING/New York** is in essence...

your hometown newspaper!

- Its news and events are "out-of-this world" ... but never out of commuting range.
- Its editors, writers, contributors are national in stature ... but local in focus.
- It contains EVERY dimension of computer information you've ever hoped for... requested... or fantasized about... in simple, non-technical, easy-to-follow English.

For instance, when you read about new hardware or software in the **PRODUCT DIGEST** section you'll find out what it costs and where to obtain it locally . . . NOT what makes it tick. You're never confronted with complex language or jargon, or terms that practically require an engineering degree to understand.

And the same rule applies to ALL of **COMPUTER LIVING/New York's** departments and features . . . and there are many.

For in addition to the **PRODUCT DIGEST** you'll benefit from:

COMPUTER PEOPLE — Not the usual crowd of national and international industry giants covered continuously in other publications. But local residents worth reading about. Like a Long Island programmer who may be writing the next Visa Calc . . . or a South Jersey President of a small, but dynamic hardware company readying a "catch them-by-surprise" challenge to the big boys . . . or possibly even yourself, if you have something meaningful to say or an idea to contribute.

CONSUMER TIPS — The real inside, no punches pulled kind of dialogue that translates into meaningful dollars saved — IMMEDIATELY! It's straight how-to-buy talk, right out of the mouths of local vendors, retailers, and computer experts.

AN EXCLUSIVE TRI-STATE BUYING GUIDE — And once you make that decision to buy, **COMPUTER LIVING/New York** will lead you to the most convenient place to find what you seek! Each issue includes a comprehensive computer vendor listing of every retailer, dealer, and supply house in the market — broken down by general area.

BUSINESS APPLICATIONS — The latest information on how your computer can assist you in making a living . . . as well as making your living better! You'll read about new low-cost equipment that can give a "personal" or "mini" enough muscles to earn its working papers . . . or possibly a neighborhood business that is already using a system or application you may be first considering.

COMPUTER EDUCATION — A comprehensive New York Area compilation of public and private computer courses, schools, lectures, and special programs for adults and children. Get ready for some surprise offerings right in your own backyard.

A TRI-STATE CLASSIFIED SECTION — Exactly what you've been hoping for . . . a means to LOCALLY sell and swap computer-related items, find specialized repair services, and even locate that elusive job that's a lot closer to your home. This is a **COMPUTER LIVING** feature you'll refer to again and again!

A SPECIAL CALENDAR OF KEY EVENTS AND HAPPENINGS — No more finding out weeks later about a show, fair, seminar or club meeting which, if you had known about earlier, you never would have missed. Here are all the computer-related goings on that are taking place right in your own neighborhood. Check-off the ones you're interested in, and ENJOY!

Combine all of these features and departments with COMPUTER LIVING's generous amount of local news and "tell it like it is" articles and you have a publication that is as rewarding as it is fulfilling. And that's how it will remain! **For COMPUTER LIVING/New York** provides the kind of information that is constantly translatable to dollars saved . . . and value received. For instance:

- **WANT TO KNOW WHAT TO DO WITH A TROUBLE-PLAGUED COMPUTER FOR WHICH THE ORIGINAL WARRANTY HAS LONG-SINCE BEEN LOST? COMPUTER LIVING/New York has a special solution that's quick, effective and seldom used.**
- **TIRED OF PAYING TOP MONEY (or only slightly discounted prices) FOR YOUR COMPUTER GAMES? Come discover the "Canal Street" of computer games — where if you bargain a little, the savings can be staggering.**
- **BURDENED WITH A PIECE OF HARDWARE THAT'S SPELLED L.E.M.O.N.? Unload it! COMPUTER LIVING/New York unhesitatingly names names of local vendors who allow generous credit for your used equipment!**
- **WANT TO KNOW THE MOST COMMON MAIL ORDER SCAMS CURRENTLY BEING DIRECTED TOWARDS THE NEW YORK AREA? You'll find the complete frightening list... including a few you may already have fallen victim to.**
- **LIVE IN NEW JERSEY AND WANT TO TRADE SOME EQUIPMENT WITHOUT HASSLE OR HAGGLE? COMPUTER LIVING/New York will direct you to a computer swap-shop right in the heart of the Garden State that will surprise you with its huge inventory and generous deals!**
- **WANT TO KNOW WHERE 12 LOCAL WAREHOUSE SALES WILL BE GOING ON DURING THE NEXT 90 DAYS? You'll be provided with names addresses even traveling directions. All you'll need is a little money and a shopping list.**

... And this is just a partial sample of the invaluable information you receive as a regular diet in **COMPUTER LIVING/New York**.

There'll also be articles on...

What to do if your computer's instructions make no sense.

Is The Big Apple becoming Silicon Apple?

How to buy computers in volume: a guide for Corporate Managers.

Are on-line data bases too damned expensive?

The DP job market in New York — how big — how much opportunity?

What to really look for in a computer camp for your kids.

Cutting through the jargon: What you really need to know about computers.

... plus so much more, that I'd run out of space before I could reflect it all. But mere listings of future articles and features, can in no way do **COMPUTER LIVING/New York** justice. You absolutely **MUST** read this fabulous new tabloid newspaper to appreciate it fully. That's why I'm ready to throw risk to the wind in providing you with the most generous Subscription Offer I could possibly come up with.

First, let's talk cost! We both know that most specialized publications in this format carry cover prices of \$2.00 per copy. For starters, therefore, the cover price for **COMPUTER LIVING/New York** will be only \$1.50 per issue (or \$36 per year) ... and rather than extend only the customary 25% or 30% Charter discount to come on board, I'm offering 24 issues of COMPUTER LIVING/New York for a mere \$14 — a spectacular 60% off its already reduced cover price.

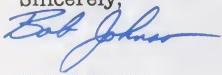
Generous? You bet. Fair? Certainly. But that's not all! I've also requested that this \$14 price be registered and reserved PERMANENTLY for all Charter Subscribers who take immediate advantage of this deal — REGARDLESS OF ANY FUTURE RATE INCREASES THAT MIGHT BE NECESSARY.

I'm positive that when you weigh this generous offer — particularly in the light of ALL that **COMPUTER LIVING/New York** is pledging to deliver — you'll concur that it's an opportunity not to be missed.

But... just in case you need a little further convincing, take a look at the no-strings, cancel-at-any-time, FULL refund Guarantee below. It's your assurance that the only risk to be taken in your subscription will be by US alone. So spend the few minutes necessary to read the mini-sample of **COMPUTER LIVING/New York** and also to check-off the postpaid reply card.

It's your ticket to an exciting, new dimension of local computer news reporting. In fact, why not do it all right NOW — while everything's handy.

Sincerely,



Bob Johnson
Editor-In-Chief

P.S. Save an additional \$2 by including payment with your subscription. Use the enclosed reply envelope for your remittance.

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If, for any reason whatsoever you are not satisfied, write us immediately. You'll receive a prompt refund for your FULL year's subscription price regardless of how many copies you've already received.

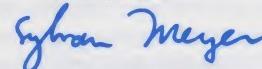
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